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Government Administration and Elections Committee

Public Hearing

February 22, 2016

HB 5050: AA Modernizing The Symbol Of Access For Persons With Disabilities

Chairmen Cassano and Jutila, Ranking Members McLachlan and Smith, and Members of the Government Administration and Elections Committee, Cigna appreciates the opportunity to comment on Governor's Malloy's proposal, *HB 5050: AA Modernizing The Symbol Of Access For Persons With Disabilities*.

People with disabilities have had a long history being regarded as "needing help". The current, traditional icon, while a milestone within the Americans With Disabilities Act's history, displays the idea that disabilities make us passive—the arms and legs are drawn like mechanical parts, its posture is unnaturally erect, and its entire look is one that makes the chair, *not the person*, important and visible.

Cigna has launched its own initiative to replace the traditional icon with a new icon as imagined in Governor Malloy's proposed bill, HB 5050. (Please see the back of this page to view the new accessibility icon Cigna is using). We have moved to change the traditional signage to a new one that helps to visually redefine what people with disabilities *can* do. This project was spearheaded by Cigna's own People With Different Abilities Colleague Resource Group. Back in September, Cigna also participated in a press conference, here, at the Legislative Office Building, with legislators and advocates to talk about our Company's initiative because we know stigma is still very much a barrier faced by people with disabilities, and we hope to change the conversation from a person's diagnosis to the unique strengths that they bring to our culture.

We think the new icon has design elements that allow people to describe the image with words such as: "**active**", "**engaged**", "**ready-for-action**" and, "**determined**"—words that were often not associated with the old symbol. These descriptors symbolize the idea that all people with disabilities can be active and engaged in their community. Thus far, our new accessibility icon has debuted at several of our U.S. offices, including locations in Connecticut, Arizona, Texas, and Tennessee.

We hope you consider supporting Governor Malloy's proposal and embrace transitioning to a new icon that better visually represents what people with disabilities *can* do.



Figure 1. A stylized, high-contrast black and white graphic illustration of a human figure in a dynamic, contorted pose. The figure is white against a dark background. It has a large, solid black circle for a head. The torso is composed of several thick, white, angular shapes that form a complex, almost abstract structure. The limbs are also thick and white, with rounded ends. The figure appears to be in a state of intense movement or transformation, with one arm raised and the other bent. The overall style is minimalist and graphic, reminiscent of mid-20th-century modern art or a stylized logo.